



WPTV

# ORDER

Print Date 08/31/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision      **309407 /**

Original Date / Revision  
08/28/12    08/30/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**TCJC - Treasure Cst. Jbs Coa. FL**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **925C01**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	23	\$29,176.25	\$34,325.00	0.00
October 2012	3	\$3,442.50	\$4,050.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$32,618.75</b>	<b>\$38,375.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	23	\$29,176.25	\$34,325.00
10/01/12	10/01/12	3	\$3,442.50	\$4,050.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/01/12	10/01/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M-----	:30	1	\$850.00	P-2	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----	1		\$850.00		0.00					
N 2	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$750.00		0.00					
N 3	WPTV	09/29/12	09/29/12		CM	8-10a	-----S-	:30	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00



**WPTV**

Print Date: 08/31/12

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Contract / Revision    **309407**    Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    08/28/12/    08/30/12

Order Sep    00:20:00

Advertiser    **Treasure Coast Jobs Coalit**    Product **TCJC - Treasure Cst. Jbs C**    Estimate #    **925C01**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 8-10a															
Sa 8-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	2		\$1,500.00		0.00						
N 4	WPTV	09/30/12	09/30/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Su 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,500.00		0.00						
N 5	WPTV	09/25/12	09/27/12	M-F 7-9a	CM	7-9a	-1-1---	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
M-F 7-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-1-1---	2		\$3,000.00		0.00						
N 6	WPTV	09/29/12	09/29/12	Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
Sa 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$1,000.00		0.00						
N 7	WPTV	09/30/12	09/30/12	Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
Su 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,000.00		0.00						
N 8	WPTV	09/26/12	09/26/12	M-F 6-630p	CM	6-630p	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
M-F 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1		\$3,000.00		0.00						
N 9	WPTV	09/25/12	09/28/12	M-F 1135p-1235a	CM	1135p-1235a	-1--1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
M-F 1135p-1235a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-1--1--	2		\$750.00		0.00						
N 10	WPTV	09/25/12	10/01/12	M-F 11-1135p	CM	11-1135p	111-1--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
M-F 11-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-11-1--	3		\$2,000.00		0.00						
Week:		10/01/12	10/07/12	1-----	1		\$2,000.00		0.00						
N 11	WPTV	09/25/12	09/28/12	M-F 7-730p	CM	7-730p	-11-1--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-11-1--	3		\$1,200.00		0.00						
N 12	WPTV	09/25/12	10/01/12	M-F 730-8p	CM	730-8p	11-11--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
M-F 730-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-1-11--	3		\$1,200.00		0.00						
Week:		10/01/12	10/07/12	1-----	1		\$1,200.00		0.00						
N 13	WPTV	09/29/12	09/29/12	Saturday Prime C	CM	10-11p	-----S-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
Saturday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$425.00		0.00						
N 14	WPTV	09/30/12	09/30/12	NFL Pregame	CM	4-10p	-----S	:30	1	\$1,450.00	P-2	0.00	NM	1	\$1,450.00
NFL Pregame (7:00 PM-8:15 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,450.00		0.00						
N 15	WPTV	09/27/12	09/27/12	Thursday Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Thursday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--- T ---		1				\$1,500.00		0.00			
														Totals	26 \$38,375.00